ABSTRACT OF THE DISCLOSURE

Disclosed herein is a magnetic powder which can provide magnets having excellent magnetic properties and having excellent reliability especially excellent heat stability. The magnetic powder is composed of an alloy composition represented by Rx (Fe1- $_{a}\text{Co}_{a})_{100\text{-x-y-z}}B_{y}\text{M}_{z}$ (where R is at least one kind of rare-earth element excepting Dy, M is at least one kind of element selected from Ti, Cr, Nb, Mo, Hf, W, Mn, Zr and Dy, x is 7.1 - 9.9at%, y is 4.6 -8.0at%, z is 0.1 - 3.0 at%, and a is 0 - 0.30, and the magnetic powder being constituted from a composite structure having a soft magnetic phase and a hard magnetic phase, wherein when the magnetic powder is mixed with a binding resin and then the mixture is subjected to compaction molding to form a bonded magnet having a density $\rho[Mq/m^3]$, the maximum magnetic energy product $(BH)_{max}[kJ/m^3]$ of the bonded magnet at a room temperature satisfies the relationship represented by the formula $(BH)_{max}/\rho^2[x10^{-9}Jm^3/g^2]$ 2.40, and the intrinsic coercive force H_{CJ} of the bonded magnet at a room temperature is in the range of 400 - 750 kA/m.